

ABSTRACT

Pole dance and fitness is often associated with prostitution and pornography result of which is the fact that it is, as an inappropriate form and sexually explicit stylization of body movements, denied its artistic and sports value. Despite the stigma, which this discipline entails, there was its dynamic development, if not mainstreamization, in the last decade. Recent researches interpret this form of movement/dance as a feminine or feminizing practice. The presented thesis, however, takes issue with their conclusions and attempts to the contrary, to draw attention to the possibility of subversive rearticulation of normative prescriptions of gender relations that are emerging in the context of this phenomenon. The thesis is theoretically grounded in poststructuralist feminist theories that are defined against the essentialist conceptions of gender. All the data were collected using a participant observation method and six in-depth, semi-structured interviews with (co-)owners of the studios specialized in teaching of pole dance/fitness. All my respondents participated in the establishment and institutionalization of the discipline in the Czech Republic and they perceive pole dance/fitness as one of the most important factors of their lives to which they dedicate themselves intensively for a long time. The collected data were subsequently analyzed using the method of poststructural discourse analysis.

Keywords: gender, feminism, pole dance, fitness, feminist poststructuralism, sport, dance, pole